

**AIRPORT GATEWAY  
BUSINESS IMPROVEMENT DISTRICT NO. 40**

**BID 40 - 2022 OPERATING PLAN**



September 2021

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## **I. INTRODUCTION**

### **A. Background**

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee had approved a petition from property owners in 2006 to create a Business Improvement District for the purpose of revitalizing and improving the Airport Gateway business area on Milwaukee's southeast side. On October 24<sup>th</sup>, 2006 the City of Milwaukee adopted and approved a resolution to form the Business Improvement District #40 (file #060755). The first year of funded operation for the BID #40 was 2007.

The BID law requires that every district have an annual Operating Plan. This document is the Operating Plan for the Airport Gateway Business Improvement District (AGBID) for 2022. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

## **II. DISTRICT BOUNDARIES**

Boundaries of the proposed district are described in Appendix A of this plan. A listing of the assessed properties included in the district is provided in Appendix B.

## **III. PROPOSED OPERATING PLAN**

### **A. Plan Objectives**

The objectives of the AGBID are to:

1. Develop the vitality of The Gateway to Milwaukee;
2. Enhance the community image through safety and beautification;
3. Market and help develop The Gateway area as the primary welcoming, hospitality and transportation hub of greater Milwaukee;
4. Promote mutually beneficial opportunities among the AGBID's businesses; and
5. Ultimately grow commercial business and property values.

## **B. Proposed Activities – Year Sixteen**

Principle activities to be engaged in by the AGBID during the Sixteenth year of operation, 2022, will include:

1. Continue the contracted safety and security patrols within the AGBID 40 geographic area area;
2. Continue to offer the security system matching grant program. This program will offer up to \$1000 dollars in matching grants to reimburse BID #40 commercial property owners on the purchase and installation of security systems and other security related features on their property;
3. Continue to offer the property improvement matching grant program. This program will offer up to \$1000 dollars in matching grants to reimburse BID #40 property owners for the purchase and installation of façade, signage, and other related outdoor property improvements that elevate the image of the business and the district;
4. Continue to enhance the beautification of the airport area by funding maintenance of the commercial corridor gardens and plantings installed over the past fifteen years;
5. Partner with and support the beautification efforts of neighborhood associations and businesses within the BID #40 district, particularly those projects that directly improve the image and appearance of the major commercial corridors;
6. Take advantage of opportunities to collaborate with other area commercial districts for cost sharing and public safety opportunities;
7. Work to inform and assist local businesses regarding COVID 19 related business practices and related local policy;
8. Continue to organize a working group of owners and operators within the restaurant/hospitality industry to take part in collaborative marketing opportunities, such as the Gateway to Milwaukee's annual Taste of the Gateway & Discount Days events and marketing campaign. This campaign will continue to focus on promoting the airport area's restaurant and hospitality industry;
9. Assist commercial property owners in marketing properties for sale and lease;
10. Continue to develop The Gateway's website as the primary communication and promotional tool among businesses and users in The Gateway area;
11. In conjunction with the Airport Gateway Business Association's BID #50 management agreement, BID #40 will also continue close communication and partnership with BID #50, to choreograph and support programs and initiatives that stand to benefit both districts;
12. Formally plan, implement, and manage Economic Development efforts that promote and advocate for real estate planning and development in support of the Aerotropolis Development Plan;
13. Continue monitoring BID project and program impact by tracking quantitative and qualitative measurables, and;
14. Be involved in governmental and community issues that potentially impact the vitality of The Gateway to Milwaukee.

### C. Proposed Expenditures - Year Sixteen

ITEM	2022 Budget
<p><b>Beautification</b></p> <p>Maintenance of existing AGBID landscaping; partner with the City of Milwaukee and other stakeholders to enhance the image of the commercial corridor along W Layton Ave; partner on and support beautification efforts along the 6<sup>th</sup> St Green Corridor; coordinate seasonal décor and lighting enhancement installations;</p>	<p><b>79,000</b></p>
<p><b>Public Safety</b></p> <p>Contract with a safety patrol firm to provide unarmed mobile security watch services within AGBID; continue the safety &amp; security matching grant program available to commercial property owners and business owners within the AGBID; expand new and existing partnerships with other commercial districts and MPD on safety and security initiatives;</p>	<p><b>54,000</b></p>
<p><b>Marketing and Promotion</b></p> <p>Further develop and promote The Gateway to Milwaukee geography and brand through website, branded street banners, printed, emailed and social media communications; provide networking opportunities through events and related ventures; Industry specific programming; Production of seasonal newsletters and resource materials; Promotion of Gateway to Milwaukee grant programs and other area resources; Promote area real estate and development opportunities; event production &amp; management;</p>	<p><b>60,000</b></p>
<p><b>Economic Development</b></p> <p>Conduct economic development activities and projects to enhance the physical attractiveness and economic competitiveness of AGBID with projects such as workforce development, retail recruitment, and real estate promotion. Work to promote real estate development opportunities in the district.</p>	<p><b>30,000</b></p>
<p><b>Administration and Operations</b></p> <p>Provide administrative, managerial services, project development/project management and business member support services for the AGBD 40 including monthly financial accounting, annual audits, record keeping and public notices, insurance, personnel expenses, related operating expenses such as memberships, meetings, supplies, printing and postage, rent and utilities for office space.</p>	<p><b>141,000</b></p>
<p><b>TOTAL</b></p>	<p><b>\$364,000</b></p>

## **D. Financing Method**

It is proposed to raise approximately \$364,145 through BID assessments. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available as well as the needs and opportunities that may arise.

## **E. Organization of BID Board**

The Mayor will continue to appoint members to the BID board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district. It is recommended that the BID board be structured and operate as follows:

1. Board size – Six
2. Composition - At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.
3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.
4. Compensation – None
5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.
6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.
7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

### **Current BID #40 Roster**

1. Gregg Lindner – Chair (Owner, 6055 S 6<sup>TH</sup> ST) term 4/16-4/19 nominated term extension
2. Jaime Maliszewski – Vice Chair (Owner/Occupant, 5230 S 13<sup>TH</sup> ST) term 4/17-4/20 nominated term extension
3. Samer Abulughod - Secretary (Owner, 5859 S 13<sup>TH</sup> ST) term 2018-2021
4. Bryan Simon – Treasurer (Owner/Occupant, 4121 S 6<sup>TH</sup> ST) term 12/15-12/18 nominated term extension
5. Michael Sweeny (Business Owner/Occupant 6050 S Howell Ave) term 12/18-12/21
6. Jan Krivanek (Operator/Occupant 5282 S 13<sup>TH</sup> ST) term 2019-2022

## **F. Relationship to the Airport Gateway Business Association**

The BID shall be a separate entity from the Airport Gateway Business Association, notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Association may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

## **IV. METHOD OF ASSESSMENT**

### **A. Assessment Rate and Method**

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the disproportionate assessment of a small number of high value properties, a maximum assessment of \$5,000 per parcel and a minimum assessment of \$250 will be applied.

As of January 1, 2021, the commercial property in the proposed district had a total assessed value of over \$469 million. This plan proposes to assess the property in the district at a rate of \$0.852 per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID. Appendix B shows the projected BID assessment for each property included in the district.

### **B. Excluded and Exempt Property**

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided. A list of Exempt Properties is provided in Appendix C.

1. State Statute 66.1109(1) (f): The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix C, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.1109(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

**V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY**

**A. City Plans**

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in The Gateway to Milwaukee business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

**B. City Role in District Operation**

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City is expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the District's efforts.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before July 31st of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1<sup>st</sup> of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.



## **VI. BID Board and Plan Review Process**

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan;

*“a. The chief executive officer shall appoint members to a business improvement district board to implement the operating plan. Board members shall be confirmed by the local legislative body and shall serve staggered terms designated by the local legislative body. The board shall have at least 5 members. A majority of board members shall own or occupy real property in the business improvement district.*

*b. The board shall annually consider and may make changes to the operating plan, which may include termination of the plan, for its business improvement district. The board shall then submit the operating plan to the local legislative body for its approval. If the local legislative body disapproves the operating plan, the board shall consider and may make changes to the operating plan and may continue to resubmit the operating plan until local legislative body approval is obtained. Any change to the special assessment method applicable to the business improvement district shall be approved by the local legislative body.*

*c. The board shall prepare and make available to the public annual reports describing the current status of the business improvement district, including expenditures and revenues. The report shall include an independent certified audit of the implementation of the operating plan obtained by the municipality. The municipality shall obtain an additional independent certified audit upon termination of the business improvement district.*

*d. Either the board or the municipality, as specified in the operating plan as adopted, or amended and approved under this section, has all powers necessary or convenient to implement the operating plan, including the power to contract.”*

### **Board Member Appointments:**

- a. BID Board nomination letter and resume must be submitted to the Department of City Development’s BID staff for review. All nominations must be current on property tax and building code violations.
- b. Department of City Development will review and submit the referred BID Board nominees, if findings are satisfactory.
- c. All BID Board referrals are reviewed by the Mayor’s Office; if approved by the Mayor, the BID Board appointments are submitted to the Common Council for introduction and referral to the appropriate committee.
- d. The Common Council will refer BID Board appointments to the Community and Economic Development Committee. (CED) If approved by the CED committee, the BID Board appointments are referred to the Common Council for approval.
- e. The City Clerk or designee must swear in all newly appointed BID Board members at the first scheduled business meeting.
- f. After the members are sworn the BID Board can hold its first official BID meeting.

### **Board Resignations/Termination**

- a. BID Board officer or BID designee must submit board member's letter of resignation to the Mayor's Office upon expiration of term or member resignation

### **B. Terminating or Dissolving the BID**

A municipality shall terminate a business improvement district if the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, file a petition with the planning commission requesting termination of the business improvement district, subject to all of the following conditions:

(a) A petition may not be filed under this subsection earlier than one year after the date the municipality first adopts the operating plan for the business improvement district.

(b) On and after the date a petition is filed under this subsection, neither the board nor the municipality may enter into any new obligations by contract or otherwise to implement the operating plan until the expiration of 30 days after the date of hearing under par. (c) and unless the business improvement district is not terminated under par. (e).

(c) Within 30 days after the filing of a petition under this subsection, the planning commission shall hold a public hearing on the proposed termination. Notice of the hearing shall be published as a class 2 notice under ch. 985. Before publication, a copy of the notice together with a copy of the operating plan and a copy of a detail map showing the boundaries of the business improvement district shall be sent by certified mail to all owners of real property within the business improvement district. The notice shall state the boundaries of the business improvement district and shall indicate that copies of the operating plan are available from the planning commission on request.

(d) Within 30 days after the date of hearing under par. (c), every owner of property assessed under the operating plan may send written notice to the planning commission indicating, if the owner signed a petition under this subsection, that the owner retracts the owner's request to terminate the business improvement district, or, if the owner did not sign the petition, that the owner requests termination of the business improvement district.

(e) If after the expiration of 30 days after the date of hearing under par. (c), by petition under this subsection or subsequent notification under par. (d), and after subtracting any retractions under par. (d), the owners of property assessed under the operating plan having a valuation equal to more than 50% of the valuation of all property assessed under the operating plan, using the method of valuation specified in the operating plan, or the owners of property assessed under the operating plan having an assessed valuation equal to more than 50% of the assessed valuation of all property assessed under the operating plan, have requested the termination of the business improvement district, the municipality shall terminate the business improvement district on the date that the obligation with the latest completion date entered into to implement the operating plan expires.

## **VII. FUTURE YEAR OPERATING PLANS**

### **A. Phased Development**

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year Fourteen activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year Fourteen conditions. Greater detail about subsequent year's activities will be provided in the required annual plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

### **B. Amendment, Severability and Expansion**

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

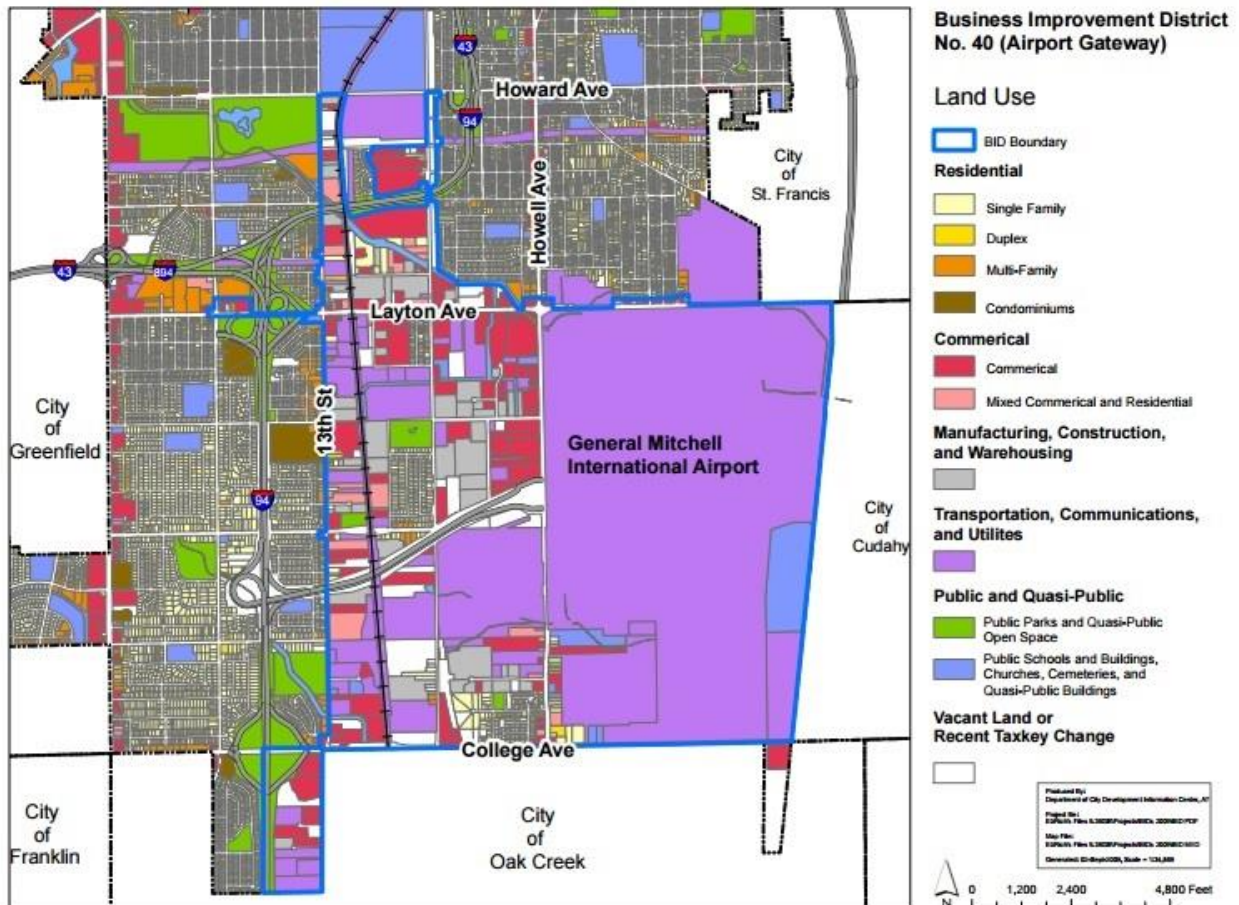
Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3)(b).

# APPENDICES

## A. CURRENT DISTRICT BOUNDARIES

The Airport Gateway area is roughly bounded by:

- o The eastern boundary of the AGBID is the Milwaukee/Cudahy line from Layton Avenue south to College Avenue.
- o The north side of Layton Avenue comprises most of the northern boundary from the Milwaukee/Cudahy line west to 6<sup>th</sup> Street, and from 13<sup>th</sup> Street west to 20<sup>th</sup> Street only along Layton Avenue. From 6<sup>th</sup> Street west to 13<sup>th</sup> Street, the northern boundary is Howard Avenue.
- o The western boundary of the AGBID is the west side of 13<sup>th</sup> Street from Howard Avenue south to College Avenue.
- o The southern boundary is College Avenue from the Milwaukee/Cudahy line west to 13<sup>th</sup> Street.
- o There is one rectangular extension of the District on its southwest corner that is bounded by 13<sup>th</sup> Street on the east side, College Avenue on the north side, I-94 freeway on the west side and the Milwaukee/Oak Creek line on the south side.



**APPENDIX B – PROPOSED 2022 BID 40 ASSESSED PROPERTIES**

<b>Proposed BID #40 Assessment for 2022</b>		
	<b>Taxkey</b>	<b>Proposed BID Assessment</b>
1	6719988200	\$250
2	6879957100	\$250
3	6420693000	\$250
4	6429990212	\$250
5	5969944000	\$250
6	6260322000	\$250
7	7160442000	\$250
8	5790172000	\$250
9	6429988110	\$250
10	5940811000	\$250
11	6719977113	\$250
12	5790015100	\$250
13	5969991000	\$250
14	6870842000	\$250
15	5970621000	\$250
16	6260303000	\$250
17	5960041100	\$250
18	6410131110	\$250
19	5970655100	\$250
20	5790161000	\$250
21	5790003000	\$250
22	6250181000	\$250
23	6429984110	\$250
24	6250201000	\$250
25	6420781000	\$250
26	5970652000	\$250
27	6250023110	\$250
28	6869994210	\$250
29	6889973111	\$250
30	6429980000	\$250
31	6710023000	\$250
32	5969956100	\$250
33	6250192000	\$250
34	5969949000	\$250
35	6269982100	\$250
36	5820712120	\$250
37	5969948200	\$250

38	6410152000	\$250
39	5960072100	\$250
40	5939921000	\$250
41	5950832000	\$250
42	6250211000	\$250
43	6869979120	\$250
44	6429976110	\$250
45	6870831000	\$250
46	6869976100	\$250
47	6429970100	\$250
48	6259995111	\$250
49	5989948000	\$250
50	6870841000	\$250
51	5960032000	\$250
52	6719979100	\$250
53	5820727000	\$250
54	5960111000	\$250
55	6429983110	\$250
56	6870832000	\$250
57	6869973100	\$250
58	5979988121	\$250
59	5969945000	\$250
60	5790010100	\$250
61	6410093000	\$250
62	5969989100	\$250
63	5790001110	\$250
64	6429979110	\$250
65	5970653110	\$250
66	6429988120	\$250
67	6860002000	\$250
68	6860003000	\$250
69	6250071000	\$250
70	5960112000	\$250
71	6879978110	\$250
72	6250024120	\$250
73	6269985000	\$250
74	5971102000	\$250
75	6420694210	\$250
76	6860001000	\$250
77	6269998100	\$250
78	5969984111	\$250
79	6260332000	\$250
80	5799950000	\$250

81	6719980221	\$250
82	5790004100	\$250
83	5942001000	\$250
84	6719980211	\$250
85	6260281000	\$250
86	6869995100	\$250
87	6889985121	\$250
88	6869975111	\$250
89	6250072000	\$250
90	5790001111	\$250
91	6869978100	\$252
92	6869972100	\$253
93	6879956111	\$254
94	7160402100	\$255
95	6259984110	\$260
96	5960062000	\$261
97	6880062000	\$261
98	5799961100	\$266
99	5969942100	\$273
100	6730003000	\$282
101	6429968110	\$288
102	5969948100	\$291
103	6879999000	\$300
104	6259987110	\$300
105	6879993100	\$305
106	5942002000	\$309
107	5971101000	\$309
108	5969939110	\$314
109	6269997114	\$314
110	6719978110	\$315
111	5960061000	\$316
112	6880102000	\$317
113	6250142000	\$318
114	5969990100	\$320
115	6870146100	\$325
116	6719982111	\$328
117	6269990000	\$331
118	5959872110	\$332
119	5960122000	\$339
120	5790002111	\$340
121	6719981100	\$341
122	6719970110	\$342
123	6889977110	\$346

124	5960102000	\$349
125	6860004000	\$349
126	6709999110	\$357
127	5790004200	\$357
128	5979973000	\$366
129	5941006100	\$366
130	5790006100	\$367
131	5950801000	\$368
132	5790183100	\$370
133	6259986112	\$371
134	6269996120	\$377
135	5790005000	\$379
136	5979987110	\$383
137	6880053100	\$387
138	5940810000	\$394
139	6429987100	\$394
140	6432481000	\$395
141	6410031100	\$397
142	6250082000	\$409
143	6429986100	\$425
144	6719980110	\$446
145	6410151000	\$447
146	5969997111	\$451
147	6880031100	\$451
148	6260006111	\$454
149	6250081000	\$460
150	6260020111	\$462
151	6260293000	\$464
152	5940812100	\$465
153	6429969110	\$473
154	5939922000	\$475
155	5969941100	\$489
156	6250172000	\$497
157	6260252000	\$505
158	6720311000	\$512
159	6879980100	\$516
160	6250132000	\$516
161	5950861000	\$522
162	5799948120	\$524
163	5959871112	\$524
164	6870743000	\$528
165	6879981310	\$530
166	5940101000	\$531

167	6870801000	\$534
168	5959866119	\$535
169	5950831000	\$537
170	6260007110	\$538
171	6260232000	\$544
172	6259989110	\$549
173	5959866310	\$554
174	6719969110	\$556
175	6269979000	\$557
176	5979949121	\$559
177	6250111000	\$560
178	6420682110	\$564
179	6870742000	\$590
180	6259981100	\$614
181	6250221000	\$617
182	6870781000	\$619
183	6719985111	\$639
184	5790171000	\$642
185	7160422000	\$655
186	6269997112	\$660
187	5969964100	\$661
188	6870741000	\$688
189	6869993222	\$688
190	6880041100	\$692
191	6259982100	\$706
192	5820712110	\$711
193	6260272000	\$724
194	6420792000	\$725
195	5969983000	\$725
196	6870731100	\$726
197	6260304000	\$727
198	5799948110	\$730
199	6870821000	\$743
200	6879994110	\$745
201	6420791000	\$759
202	5959873111	\$763
203	5960103000	\$780
204	5969960100	\$796
205	6259978210	\$797
206	6260016100	\$804
207	6259998118	\$804
208	5950843000	\$809
209	6260264000	\$829

210	6719968110	\$842
211	5799963110	\$843
212	5959868120	\$851
213	6260312000	\$855
214	6889974110	\$866
215	5950844000	\$873
216	5820728000	\$876
217	6870673100	\$876
218	6890272000	\$876
219	6870744000	\$896
220	5959866118	\$899
221	6870811000	\$901
222	7160411000	\$903
223	5960071100	\$914
224	6420681000	\$933
225	6269999110	\$957
226	6410051000	\$959
227	6250101100	\$999
228	6269983111	\$1,032
229	6410052000	\$1,052
230	6429974111	\$1,079
231	6889974211	\$1,086
232	6420752110	\$1,102
233	6260200100	\$1,131
234	6269986000	\$1,135
235	6260017111	\$1,144
236	5941007110	\$1,144
237	6260342000	\$1,148
238	6259991111	\$1,153
239	6250121100	\$1,155
240	6410092000	\$1,170
241	7169999120	\$1,198
242	6260321000	\$1,215
243	6880052100	\$1,242
244	6260282000	\$1,257
245	6259977100	\$1,285
246	7360001000	\$1,295
247	6869996100	\$1,309
248	6410032000	\$1,333
249	6260292000	\$1,343
250	6410082000	\$1,363
251	6250004111	\$1,390
252	6260026111	\$1,393

253	6260221000	\$1,406
254	5799951000	\$1,441
255	6269993111	\$1,441
256	6429982110	\$1,467
257	7160421000	\$1,469
258	6250171000	\$1,522
259	5950842000	\$1,550
260	5969955100	\$1,561
261	6870804100	\$1,590
262	5790011110	\$1,636
263	6410161000	\$1,680
264	7160432000	\$1,683
265	6269997116	\$1,704
266	6410111000	\$1,776
267	6260022110	\$1,835
268	6879998111	\$1,840
269	6260301000	\$1,854
270	5960092000	\$1,930
271	5979952121	\$1,948
272	6260302000	\$1,960
273	6870822000	\$2,027
274	6260026121	\$2,079
275	7160433000	\$2,090
276	6250202000	\$2,134
277	7160403100	\$2,195
278	5950841000	\$2,239
279	6250151000	\$2,246
280	6250141000	\$2,248
281	6410171100	\$2,263
282	6889972100	\$2,264
283	5790191100	\$2,321
284	7369999110	\$2,419
285	6260039113	\$2,466
286	6260333000	\$2,528
287	6269988100	\$2,539
288	7360002000	\$2,670
289	6719991213	\$2,684
290	6250182000	\$2,705
291	7169999110	\$2,755
292	6260036111	\$2,808
293	6410011000	\$2,870
294	5960091000	\$2,899
295	6269989100	\$2,940

296	5950862000	\$2,968
297	6419990111	\$3,112
298	6879995110	\$3,347
299	6410091100	\$3,368
300	6260263000	\$3,604
301	6879958110	\$3,670
302	6410072110	\$3,739
303	5969957111	\$3,745
304	6410071110	\$3,843
305	5969994100	\$4,000
306	6880091000	\$4,160
307	6259978117	\$4,364
308	6870791000	\$4,392
309	7160431000	\$4,924
310	6720312000	\$4,950
311	7160441000	\$5,000
312	6429990211	\$5,000
313	5969999113	\$5,000
314	5790018110	\$5,000
315	6419988111	\$5,000
316	6880071100	\$5,000
317	6429990111	\$5,000
318	6260341000	\$5,000
319	6269996135	\$5,000
320	6730001000	\$5,000
321	6410173000	\$5,000
322	6410033100	\$5,000
323	6880111000	\$5,000
324	6410012100	\$5,000
325	6410121100	\$5,000
326	5950851000	\$5,000
327	6410172100	\$5,000
328	6730002000	\$5,000



**APPENDIX C – PROPOSED 2022  
BID EXEMPT PROPERTIES**

	Taxkey
1	5790009100
2	5790014110
3	5790016110
4	5790162000
5	5799954000
6	5799955100
7	5800577100
8	5800594110
9	5800752100
10	5800765221
11	5959868110
12	5959874000
13	5959895112
14	5959895200
15	5960021000
16	5960031000
17	5960033000
18	5960082000
19	5960101000
20	5960104000
21	5960123000
22	5969936110
23	5969937000
24	5969950000
25	5969962000
26	5969973100
27	5969974110
28	5969977000
29	5969985000
30	5969992112
31	5969997112
32	5969997211
33	5969997212
34	5969999121
35	5971131100
36	6249999200
37	6250005100
38	6250006100
39	6250007100
40	6250008100

41	6250009100
42	6250010100
43	6250011100
44	6250012100
45	6250013100
46	6250014000
47	6250015000
48	6250016000
49	6250017000
50	6250018000
51	6250019000
52	6250020000
53	6250021000
54	6250022000
55	6250026100
56	6250027000
57	6250028000
58	6250029000
59	6250030000
60	6250031000
61	6250032000
62	6250033000
63	6250034000
64	6250035100
65	6250036100
66	6250037110
67	6250039100
68	6250040100
69	6250041100
70	6250042100
71	6250043100
72	6250044100
73	6250045100
74	6250046000
75	6250047000
76	6250048000
77	6250049000
78	6250050000
79	6250051000
80	6250052000
81	6250053000
82	6250054000
83	6250055000

84	6250056000
85	6250057000
86	6250058100
87	6250058200
88	6250059000
89	6250060000
90	6250061000
91	6250062000
92	6250063000
93	6250064000
94	6250065000
95	6250066000
96	6250067000
97	6250068000
98	6250161000
99	6250191000
100	6259978120
101	6259979100
102	6259980000
103	6260104110
104	6260234000
105	6260244000
106	6260271000
107	6260351000
108	6260352000
109	6260353000
110	6269981120
111	6269992200
112	6269993122
113	6269999210
114	6269999220
115	6409999120
116	6419969111
117	6419972110
118	6420001000
119	6420002000
120	6420003000
121	6420004000
122	6420005000
123	6420006000
124	6420007000
125	6420008000
126	6420009100

127	6420010000
128	6420011000
129	6420012000
130	6420013000
131	6420014000
132	6420015000
133	6420016000
134	6420017000
135	6420018000
136	6420019000
137	6420020000
138	6420021000
139	6420022000
140	6420023000
141	6420024000
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154	6420103000
155	6420104000
156	6420105000
157	6420106000
158	6420107000
159	6420108000
160	6420109000
161	6420110000
162	6420111000
163	6420201000
164	6420202000
165	6420203000
166	6420204000
167	6420205000
168	6420206000
169	6420207000

170	6420208000
171	6420209000
172	6420210000
173	6420211000
174	6420212000
175	6420213000
176	6420214000
177	6420215000
178	6420216000
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183	6420221000
184	6420222000
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187	6420303000
188	6420304000
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202	6420318000
203	6420319000
204	6420320000
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206	6420322000
207	6420323000
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209	6420325000
210	6420326000
211	6420327000
212	6420401000

213	6420402000
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216	6420405000
217	6420501000
218	6420502000
219	6420503000
220	6420504000
221	6420601000
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223	6420603000
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247	6420713000
248	6420714000
249	6420721000
250	6420722000
251	6420723000
252	6420731000
253	6420732000
254	6420733000
255	6420741000

256	6420742000
257	6420743000
258	6420761000
259	6420762000
260	6420763000
261	6420771000
262	6420772000
263	6420773000
264	6420782000
265	6429947120
266	6429948100
267	6429949100
268	6429950120
269	6429950200
270	6429951000
271	6429952112
272	6429952113
273	6429952115
274	6429952116
275	6429952119
276	6429952120
277	6429952200
278	6429953111
279	6429953113
280	6429953114
281	6429953210
282	6429956111
283	6429956121
284	6429956123
285	6429956124
286	6429957210
287	6429961000
288	6429972111
289	6429978100
290	6429985120
291	6429989000
292	6429991121
293	6429991124
294	6429992110
295	6429993110
296	6429993120
297	6429993130
298	6429993200

299	6429994110
300	6710011110
301	6710012100
302	6710013100
303	6710021000
304	6710022000
305	6710031000
306	6710032000
307	6719967100
308	6719968200
309	6719972200
310	6719976210
311	6719977112
312	6719984100
313	6719996110
314	6719997111
315	6719998110
316	6739998110
317	6758999000
318	6849999000
319	6869970100
320	6869971100
321	6869979110
322	6869991112
323	6869992100
324	6869993110
325	6869994100
326	6869997111
327	6869997121
328	6869997210
329	6869999100
330	6870001111
331	6870003110
332	6870003200
333	6870003300
334	6870005100
335	6870005200
336	6870006100
337	6870101000
338	6870102000
339	6870103000
340	6870104000
341	6870105000

342	6870106000
343	6870107000
344	6870108000
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347	6870112000
348	6870113000
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353	6870118000
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355	6870120000
356	6870121000
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360	6870125000
361	6870126000
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368	6870133000
369	6870134000
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374	6870139000
375	6870140000
376	6870141000
377	6870142000
378	6870143000
379	6870144000
380	6870145000
381	6870201100
382	6870216000
383	6870217000
384	6870218000

385	6870219000
386	6870220000
387	6870221000
388	6870222000
389	6870223000
390	6870224000
391	6870225000
392	6870226000
393	6870227000
394	6870228000
395	6870229000
396	6870230000
397	6870231000
398	6870232000
399	6870233000
400	6870234000
401	6870235000
402	6870236000
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405	6870239000
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411	6870306110
412	6870307110
413	6870308110
414	6870309110
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416	6870311110
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418	6870313110
419	6870314110
420	6870401000
421	6870402000
422	6870403000
423	6870501100
424	6870502000
425	6870503000
426	6870601000
427	6870602000

428	6870621000
429	6870622000
430	6870623000
431	6870631000
432	6870633110
433	6870641000
434	6870642000
435	6870643000
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438	6870653000
439	6870654000
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445	6870681000
446	6870682000
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449	6870685000
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459	6870695000
460	6870696100
461	6870697100
462	6870698000
463	6870699000
464	6870700000
465	6870701000
466	6870702000
467	6870703000
468	6870711000
469	6870712000
470	6870713000

471	6870714000
472	6879955111
473	6879959000
474	6879960000
475	6879961111
476	6879961113
477	6879961114
478	6879961115
479	6879961211
480	6879961212
481	6879961213
482	6879962211
483	6879962213
484	6879962214
485	6879962215
486	6879964100
487	6879966000
488	6879967000
489	6879968000
490	6879969000
491	6879970000
492	6879971000
493	6879972000
494	6879973100
495	6879973210
496	6879974100
497	6879974230
498	6879981210
499	6879998200
500	6880021000
501	6880022000
502	6880101000
503	6889965000
504	6889969111
505	6889973210
506	6889981200
507	6889982210
508	6889986110
509	6889991100
510	6889992111
511	6889993100
512	6889995120
513	6889995200

# Airport Gateway BID #40 Annual Report Summary / Fall 2020 – Summer 2021

## Vision & Mission

The Gateway to Milwaukee works tirelessly to raise the value of the businesses and commercial corridors surrounding the Mitchell Airport and its region. To guide our vision, the organization has established the following goals:

- Actively impact government direction
- Enhance community image through safety and beautification
- Market and develop The Gateway district for economic growth
- Network for mutually beneficial opportunities
- Increase the value of businesses and commercial property

## Financial Relationship with the Airport Gateway Business Association

The Airport Gateway Business Improvement District (AGBID #40) operates by way of an annual agreement with the Airport Gateway Business Association for contracted administrative and management services related to BID management and oversight, financial reporting, as well as marketing, public relations and other responsibilities related to the implementation of the annual BID operating plan goals and objectives.

## Total Property Value within the BID #40

For the fifth consecutive year, the total value of all property within the BID has seen an increase – with an approximate increase of \$28.8 million from 2020 to 2021.

BID 40 Total Property Value	
2012	\$486,292,900
2013	\$480,494,100
2014	\$502,785,600
2015	\$494,785,500
2016	\$484,465,600
2017	\$497,726,900
2018	\$500,519,600
2019	\$523,640,100
2020	\$543,124,900
2021	\$572,016,087

## Safety & Security:

- Connected business and commercial property owners with the Gateway Security matching grant program.
- Continued the Airport Gateway Mobile Security Patrol – a privately contracted mobile patrol unit that provides daily patrol of the BID’s commercial corridors
- Continued regular communication and collaboration with District 6 MPD, local community and block-watch groups as well as our various industry sectors such as Hospitality as well as Transportation & Logistics in support safe communities.

# Airport Gateway BID #40

## Annual Report Summary / Fall 2020 – Summer 2021

### Beautification:

- Connected business and commercial property owners with the Gateway Property Improvement matching grant program.
- Installed and maintained seasonal winter holiday décor installed in winter of 2020. Unique six foot and ten foot three dimensional LED lit snowflakes were mounted at various locations along the center median on S Howell Ave, bringing a tasteful yet one of a kind large seasonal decorative highlight that brought the district to life both during the day and night.
- Leveraged existing BID Property Improvement matching grant program by successfully connecting businesses to City of Milwaukee Façade & Signage grant programs.
- Continued district wide trash can maintenance agreement with the City of Milwaukee DPW, collecting and keeping over 23,000 gallons of trash and litter of the streets and out of the community.
- Continued regular maintenance of more than 3 miles of commercial corridor road median maintenance and seasonal plantings to improve the image of the district. These major installations are located throughout the S Howell Ave and W Layton Ave corridors, respectively – in addition to signature beds and plantings along Hwy 119, also known as the “Airport Spur”.

### Marketing, Outreach & Promotion:

- Redeveloped and reimagined the BID 40 signature one night, in-person restaurant tasting event known in previous years as the Taste of the Gateway Sampling Event into a multi-day COVID-19 friendly restaurant promotional event, which included the following:
  - 4-day discount promotion
  - 12 participating restaurants
  - Provided instant discounts at point of sale of \$5 for purchases of \$10 or more, and a \$10 discount for purchases of \$20 or more to the public.
  - Multi-point media coverage included live remote television promotions, online social media promotions and giveaways, e-news updates and direct mailers.
  - 888 discounts were redeemed by patrons over the four-day event. Discounts offered by participating restaurants for this event were then reimbursed by the BID 40 upon completion of the event with proof of sale/discount documentation.
  - Participating businesses averaged a 25% increase in sales during the four day event, ranging from 10%-40%.
- Website & social media updated. Area events and business-related functions promoted.
- Continued regular maintenance and replacement of districtwide street pole banners.
- Business-spotlights/Interviews /Photo shoots posted to social media outlets.
- Regular BID resource mailers were distributed to all BID 40 businesses & commercial property owners.
- Contributed to and sponsored the Garden District Winter Wonderland holiday lighting event that took place in December of 2020.

# Airport Gateway BID #40 Annual Report Summary / Fall 2020 – Summer 2021

## COVID-19 Business Assistance & Resources:

Since the outbreak of COVID-19 in late March of 2020 and the subsequent release of various policies impacting area businesses, the Gateway to Milwaukee has been acutely focused on engaging with BID 40 property owners and businesses to better understand and support their needs in this unprecedented social and economic climate. Listed below is a summary of that major effort began in 2020 and continues into 2021:

- Designed, printed, and distributed resource mailers (letters and postcards) to BID 40 businesses notifying them of current resource offerings (both from the BID 40 as well as from local and state government when applicable).
- Created and regularly updated the Gateway to Milwaukee’s comprehensive COVID-19 Business Resource page on its website. Distributed these same resources and updates via direct email as well as sponsored social media ads and promotions.
- Connected with businesses to assist with grant applications and letters of support where needed to obtain various local, state, and federal resources.
- Continued perform outreach and promotion related to The Gateway Safe-Start Program; a comprehensive package of business support resources facilitated by the BID 40, consisting of the following three major resource components:
  1. **Rapid Response Marketing Grant** – This program provided a pool of funds for which any business in the BID 40 could apply for and receive a matching reimbursement of up to \$500 toward a variety of marketing related expenses that went toward promotion of their business.
  2. **PPE Direct** – Through an easily accessible online order form, businesses and commercial property owners are offered a variety of personal protective equipment and supplies to support their business. These items are offered at no additional charge to any and all businesses and commercial property owners within the BID 40, and consisted of the following:
    - a. **Reusable facemasks** - sourced directly from an in-house manufacturer right here within the BID 40. Businesses had their choice of blank or custom branded masks with their business logo.
    - b. **Disposable facemasks**
    - c. **Disposable nitrile food-safe gloves** (in a variety of sizes)
    - d. **Liquid Hand sanitizer/disinfectant**
  3. **Safe-Start Facility Improvement Grant** – This program provides a 50% matching reimbursement toward expenses relating to any facility upgrades, improvements, contracted services, and supplies purchased that aim to improve the health and safety of both staff and customers (maximum grant of \$1000 per business).

# THE GATEWAY TO MILWAUKEE

**BUSINESS IMPROVEMENT DISTRICT INFORMATION & RESOURCES**

2020 Annual  
Report  
&  
Business Resource  
Guide

what's inside:

**District Statistics**

*Land Use & Employment Figures*

**Business Resources**

*Grant Opportunities for BID Businesses*

**Annual Report**

*District Programs & Financial Insights*





# DISTRICT LAND USE & EMPLOYMENT

AIRPORT GATEWAY - **BID #40**

KNOWN AS:  
**THE CITY'S TOURISM AND TRANSPORTATION HUB**

SIZE - TOTAL ACRES

# 3,012

TOTAL NUMBER OF BUSINESSES

# 523

TOTAL NUMBER OF EMPLOYEES

# 9,656

% OF JOBS WITH AN ANNUAL SALARY GREATER THAN \$40,000

# 47%

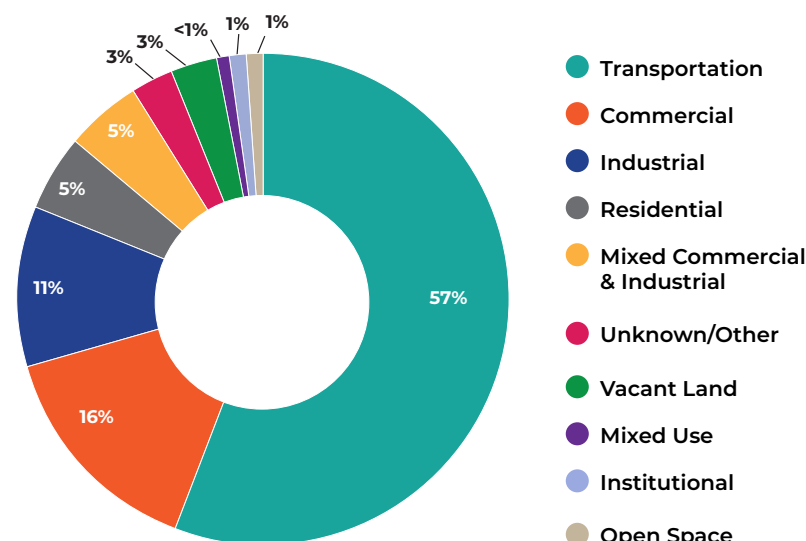
## Employment Profile Figures

Total area employment broken down by industry

Industry Sector (type of jobs)	# of Jobs	% of Total Employment
Transportation & Warehousing	4,583	47.5%
Accommodation & Food Services (Hospitality)	1,224	12.7%
Manufacturing	791	8.2%
Administration & Support, Waste Management	507	5.2%
Wholesale Trade	474	4.9%
Real Estate & Rental and Leasing	391	4.0%
Retail Trade	330	3.4%
Construction	279	2.9%
Other Services (excluding Public Administration)	251	2.6%
Public Administration	239	2.5%
Health Care & Social Assistance	212	2.2%
Professional, Scientific & Tech Services	167	1.7%
Management of Companies & Enterprises	77	0.8%
Utilities	35	0.4%
Educational Services	35	0.4%
Information	32	0.3%
Finance & Insurance	17	0.2%
Arts, Entertainment & Recreation	12	0.1%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, Primary Jobs Only, 2018.

## District Land Use Data



The Gateway To Milwaukee™

# Grants

The following list of grants are directly funded by Airport Gateway BID #40.

## MARKETING & PROMOTION GRANT



50% matching reimbursement of marketing, advertising and promotional related expenses (maximum grant of \$500 per business).



## SAFETY & SECURITY GRANT

50% matching reimbursement of security related expenses designed to improve the safety and security of your business and property such as surveillance cameras, exterior lighting, security alarms, and other safety measures (maximum grant of \$1,000 per business).

## BEAUTIFICATION GRANT



50% matching reimbursement of projects that add a visual improvement to the street-facing / public side of building or property such as updated signage, landscaping improvements, siding, and other projects that improve the look of your business (maximum grant of \$1,000 per business).



## FACILITY IMPROVEMENT GRANT

50% matching reimbursement of expenses relating to facility health & safety upgrades including (but not limited to) installation of plexiglass partitions and contracted sanitation services, and personal protective equipment (maximum grant of \$1,000 per business).

*Applications must be reviewed & approved prior to the start of project. All grants are given on a first-come-first-serve basis.*

# BUSINESS RESOURCES



**Curious to see if your project qualifies? We can help!**

Reach out via phone or email to request an application or additional information:

(414) 455-3323

sarah@gatewaytomilwaukee.com

## Additional Grant Opportunities:

The Gateway is available to provide guidance and assistance to businesses applying to state/local grants.

- City of Milwaukee Facade Grant
- City of Milwaukee Signage Grant
- City of Milwaukee White Box Grant
- Additional Resource opportunities available. Contact The Gateway for more information.





The Gateway  
To Milwaukee™

4121 S. 6th Street  
Milwaukee, WI 53221  
(414)455-3323

**Don't Miss Out!**

IMPORTANT INFORMATION FOR  
BUSINESS & PROPERTY OWNERS  
ENCLOSED

## 2020 ANNUAL REPORT

### BUSINESS RESOURCES

Grant Opportunities

### DISTRICT FACTS & FIGURES

Land Use and Employment



## BUSINESS IMPROVEMENT GRANTS

**51**

Total number of matching grants distributed to businesses in 2020, leveraging a total combined investment of \$56,295.00

Beautification = **5**

Safety & Security = **5**

Marketing & Promotion = **27**

COVID-19 Facility Improvement = **14**

Number of Grants  
Distributed  
by Type

## SAFE-START COVID-19 PPE PROGRAM

**53**

Total number of businesses who requested & received PPE at no additional cost through the Safe-Start PPE Program

**8350** disposable masks

**4150** disposable gloves

**1800** reusable masks

**98** bottles of bulk hand sanitizer

PPE Distribution  
Totals

## DISTRICT MARKETING & PROMOTION

### TASTE OF THE GATEWAY DINING DAYS RESTAURANT EVENT

**4** day event

**12** participating restaurants

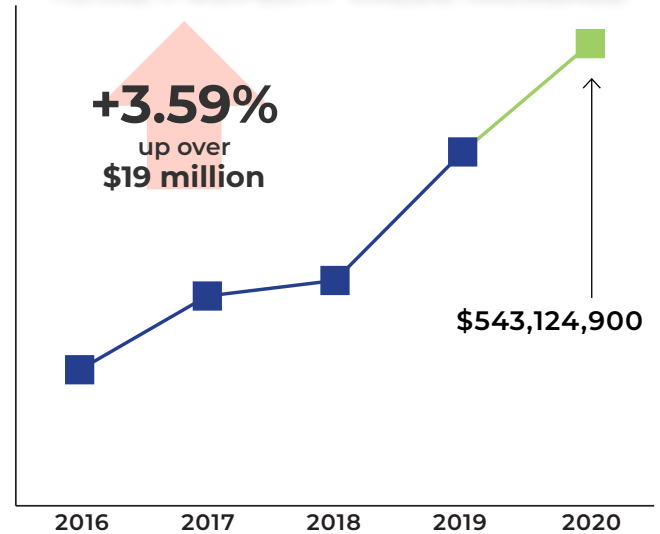
**888** discounts redeemed & reimbursed

**25%**

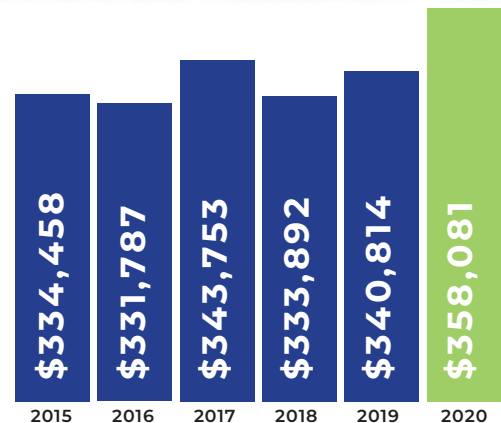
AVERAGE INCREASE IN SALES DURING EVENT

Ranging from 10% - 40%

## TOTAL PROPERTY VALUE INCREASE



## ANNUAL BID ASSESSMENT TRENDS



## 2020 FINANCIALS

**Revenue = \$451,011**

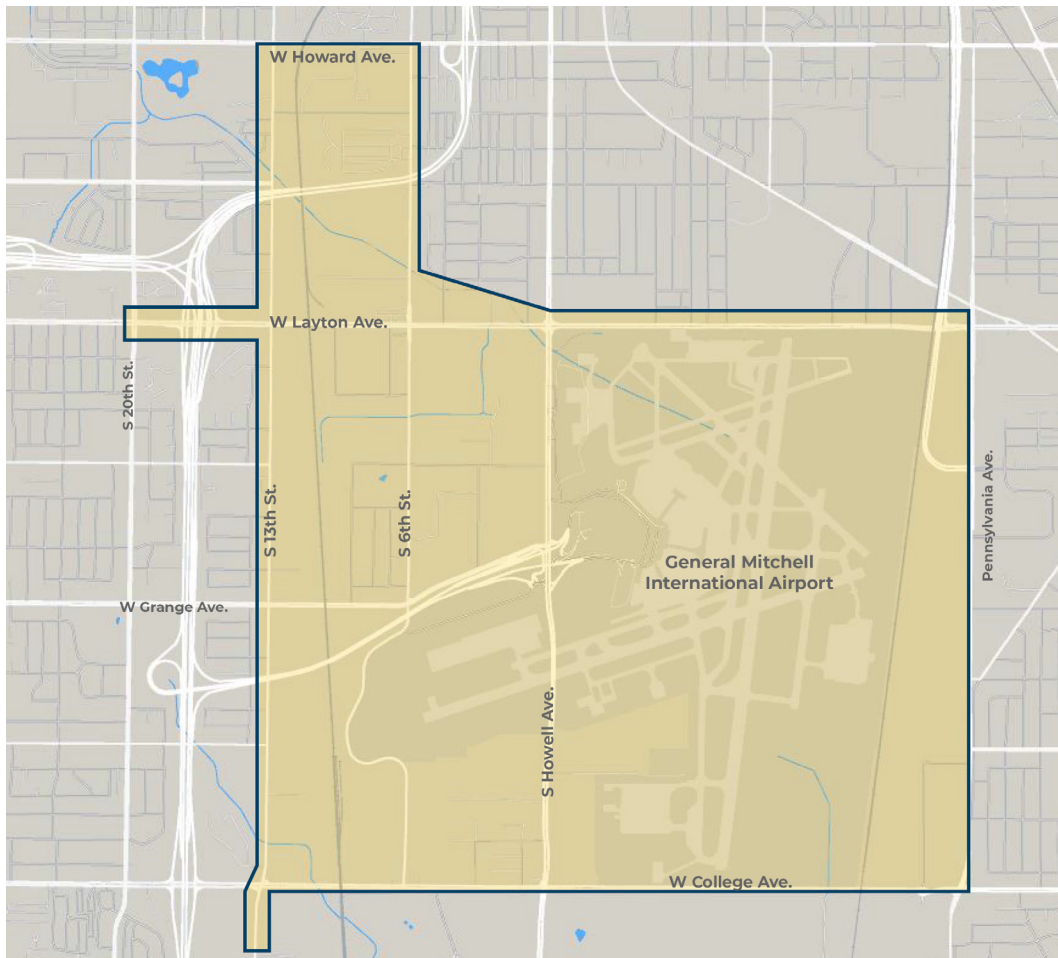
- Airport Gateway BID #40 Assessment = \$358,081
- Gateway Membership & Grant Proceeds = \$7,400
- Aerotropolis MKE: Administrative = \$30,000
- Crisol Corridor BID #50 Administrative = \$15,530
- Project Carryover = \$40,000

**Expense = \$448,108**

- COVID-19 Safe-Start Program Grants & Support = \$40,290
- District Safety & Security = \$54,647
- District Marketing & Promotion = \$54,481
- Economic Development = \$30,000
- District Landscaping & Beautification = \$82,126
- Personnel = \$150,415
- Office & Operations = \$36,149

# Boundary Map

## Business Improvement District #40



## Gateway Organizations - Board of Directors

### Airport Gateway Business Association (AGBA) Board of Directors

**Gregg Lindner**, GRL Management  
**Jan Krivanek**, US Special Delivery  
**Phil Devlin**, P. Devlin Consulting  
**Lynn Sigfred**, First Midwest Bank  
**Samer Abulughod**, Crystal Limousine & Coach  
**Misty Donough**, Fast Park & Relax  
**Dr. Mark Felsheim**, MATC - Oak Creek Campus  
**Robert Montemayor**, Monterrey Market  
**Doug Seymour**, City of Oak Creek  
**Bryan Simon**, Simon Landscape  
**Scott Solverson**, HNTB  
**Michael Sweeney**, Sweeney's Gym  
**Travis Tiede**, Newmark  
**Clark Wantoch**, Wisconsin Concrete Pipe Assn.

### Airport Gateway Business Improvement District (AGBID) #40 Board of Directors

**Gregg Lindner**, GRL Management  
**Jaime Maliszewski**, Reliable Plating  
**Bryan Simon**, Simon Landscape  
**Jan Krivanek**, US Special Delivery  
**Samer Abulughod**, Crystal Limousine & Coach  
**Misty Donough**, Fast Park & Relax  
**Michael Sweeney**, Sweeney's Gym

### S. 13th St. & Oklahoma Business Improvement District #50 - Crisol Corridor Board of Directors

**Robert Montemayor**, Monterrey Market  
**Ambrosio Chairez**, Tortilleria El Sol  
**Jack Green**, Natural Food Shop  
**Khawar Khaliq**, Petromart  
**Denisse Pachuca**, BMO Harris Bank  
**Paraminder Singh**, Mi Tierra Food Mart

### Aerotropolis Board of Directors

**Samer Abulughod**, Crystal Limousine & Coach  
**Joaquin Altoro**, WHEDA  
**Calli Berg**, City of Franklin  
**Robert Dennik**, VJS Construction  
**Stephanie Hacker**, City of South Milwaukee  
**Danielle Jones**, WEDC  
**Joseph Liebau, Jr.**, WI DNR  
**Gregg Lindner**, GRL Management  
**Rocky Marcoux**, City of Milwaukee  
**Brian Mitchell**, WISDOT  
**Kevin Muhs**, SEWRPC  
**Michael Neitzke**, Mayor - City of Greenfield  
**Tom Pavlic**, Mayor - City of Cudahy  
**Adam Schlicht**, Port Milwaukee  
**Doug Seymour**, City of Oak Creek  
**Scott Solverson**, HNTB  
**Ken Tutaj**, Mayor - City of Saint Francis  
**Scott Yauck**, Cobalt Partners

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**

**FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED DECEMBER 31, 2020**

**(With Summarized Totals for the Year Ended December 31, 2019)**

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**

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## Independent Auditor's Report

Board of Directors  
Airport Gateway Business Improvement District No. 40

We have audited the accompanying financial statements of Airport Gateway Business Improvement District No. 40 which comprise the statement of financial position as of December 31, 2020, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Airport Gateway Business Improvement District No. 40 as of December 31, 2020, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

**Ritz Holman LLP**  
*Serving business, nonprofits, individuals and trusts.*

330 E. Kilbourn Ave., Suite 550      t. 414.271.1451  
Milwaukee, WI 53202                      f. 414.271.7464  
ritzholman.com

Board of Directors  
Airport Gateway Business Improvement District No. 40

**Report on Summarized Comparative Information**

We have previously audited Airport Gateway Business Improvement District No. 40's December 31, 2019, financial statements and we expressed an unmodified audit opinion on those audited financial statements in our report dated January 11, 2021. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2019, is consistent, in all material respects, with the audited financial statements from which it has been derived.

  
RITZ HOLMAN LLP  
Certified Public Accountants

Milwaukee, Wisconsin  
September 27, 2021



**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**STATEMENT OF FINANCIAL POSITION**  
**DECEMBER 31, 2020**  
**(With Summarized Totals for December 31, 2019)**

ASSETS		2020	2019
<b>CURRENT ASSETS</b>			
Cash and Cash Equivalents		\$ 194,855	\$ 213,686
Due from Business Improvement District No. 50		---	539
Prepaid Expense		1,259	---
Total Current Assets		\$ 196,114	\$ 214,225
<b>TOTAL ASSETS</b>		<b>\$ 196,114</b>	<b>\$ 214,225</b>
<b>LIABILITIES AND NET ASSETS</b>			
<b>CURRENT LIABILITIES</b>			
Accounts Payable		\$ 3,000	\$ 3,887
Due to Airport Gateway Business Association, Inc.		2,473	2,473
Due to Milwaukee Gateway Aerotropolis Corporation		20,393	5,000
Total Liabilities		\$ 25,866	\$ 11,360
<b>NET ASSETS</b>			
Without Donor Restrictions		\$ 170,248	\$ 202,865
Total Net Assets		\$ 170,248	\$ 202,865
<b>TOTAL LIABILITIES AND NET ASSETS</b>		<b>\$ 196,114</b>	<b>\$ 214,225</b>

The accompanying notes are an integral part of these financial statements.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**STATEMENT OF ACTIVITIES**  
**FOR THE YEAR ENDED DECEMBER 31, 2020**  
**(With Summarized Totals for the Year Ended December 31, 2019)**

	Without Donor Restrictions	
	2020	2019
<b>REVENUE</b>		
Assessment Income	\$ 358,081	\$ 340,814
Investment Income	606	1,330
Total Revenue	\$ 358,687	\$ 342,144
<b>EXPENSES</b>		
Program Services	\$ 348,467	\$ 331,584
Management and General	42,837	38,278
Total Expenses	\$ 391,304	\$ 369,862
CHANGE IN NET ASSETS	\$ (32,617)	\$ (27,718)
Net Assets, Beginning of Year	202,865	230,583
NET ASSETS, END OF YEAR	\$ 170,248	\$ 202,865

The accompanying notes are an integral part of these financial statements.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED DECEMBER 31, 2020**  
**(With Summarized Totals for the Year Ended December 31, 2019)**

	Program Services	Management and General	2020 Total	2019 Total
Professional Fees	\$ ---	\$ 3,000	\$ 3,000	\$ 3,200
Design, Beautification and Maintenance	79,645	---	79,645	104,030
Public Safety Initiative	46,519	---	46,519	53,232
Marketing and Promotion	57,303	---	57,303	42,384
Postage and Copies	---	63	63	---
Airport Gateway Business Association, Inc.	105,474	35,158	140,632	139,651
COVID-19 Relief Expense	29,526	---	29,526	---
Administration and Basic Office	---	189	189	---
Insurance	---	1,490	1,490	---
Meeting Expense	---	---	---	165
Grant Expense	30,000	---	30,000	27,200
Other Expenses	---	2,937	2,937	---
<b>TOTALS</b>	<b>\$ 348,467</b>	<b>\$ 42,837</b>	<b>\$ 391,304</b>	<b>\$ 369,862</b>

The accompanying notes are an integral part of these financial statements.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED DECEMBER 31, 2020**  
**(With Summarized Totals for the Year Ended December 31, 2019)**

	<u>2020</u>	<u>2019</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ (32,617)	\$ (27,718)
Adjustments to Reconcile Change in Net Assets to Net Cash Provided by Operating Activities		
Increase (Decrease) in Accounts Payable	(887)	(19)
Increase (Decrease) in Due to Airport Gateway Business Association, Inc.	539	1,971
Increase (Decrease) in Due to Milwaukee Gateway Aerotropolis Corporation	15,393	---
(Increase) Decrease in Prepaid Expenses	<u>(1,259)</u>	<u>2,750</u>
Net Cash Used by Operating Activities	<u>\$ (18,831)</u>	<u>\$ (23,016)</u>
Net (Decrease) in Cash and Cash Equivalents	\$ (18,831)	\$ (23,016)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR	<u>213,686</u>	<u>236,702</u>
CASH AND CASH EQUIVALENTS AT END OF YEAR	<u><u>\$ 194,855</u></u>	<u><u>\$ 213,686</u></u>

The accompanying notes are an integral part of these financial statements.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2020**

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2020**

**NOTE A - Summary of Significant Accounting Policies**

**Organization**

Airport Gateway Business Improvement District No. 40 (the "Organization") was created by the Common Council of the City of Milwaukee pursuant to Wisconsin Statutes. The purpose of the Organization is to develop, improve, and promote the section of Milwaukee surrounding the airport. The Organization's area is roughly bounded by Layton Avenue to the north, Howard Avenue to the north between 6<sup>th</sup> and 13<sup>th</sup> Street, 13<sup>th</sup> Street to the west, College Avenue to the south, and the Milwaukee/Cudahy border to the east. In addition, there is a rectangular section from College Avenue south to the Milwaukee/Oak Creek City line, and from 13<sup>th</sup> Street west to I-94.

Airport Gateway Business Improvement District No. 40 is exempt from tax as an affiliate of a governmental unit under Section 501(a) of the Internal Revenue Code.

**Accounting Method**

The financial statements of the Organization have been prepared on the accrual basis of accounting.

**Basis of Presentation**

The Organization reports information regarding its financial position and activities according to two classes of net assets: net assets without donor restrictions and net assets with donor restrictions.

**Cash and Cash Equivalents**

For purposes of the statement of cash flows, cash and cash equivalents include all highly liquid debt instruments with original maturities of three months or less when purchased.

**Contributions and Grant Revenue**

Contributions received and unconditional promises to give are measured at their fair values and are reported as increases in net assets. Contributions are considered available for the Organization's general programs unless specifically restricted by the donor. Contributions received with restrictions that are met in the same reporting period are reported as revenue without donor restrictions and increase net assets without donor restrictions. Conditional promises to give are not recognized until they become unconditional. A conditional contribution is one that has both a barrier that must be overcome and an agreement requiring advance payment to be returned or future payment not to be obligated when the barrier is not overcome. Amounts received for which the donor has limited the use of the asset or designated the gift as support for future periods are considered restricted support and included in net assets with donor restrictions. When a donor restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions. When the restriction on a contribution is met in the same reporting period as the contribution is received, the contribution is reported in net assets without donor restrictions.

Net assets restricted for acquisition of building or equipment are reported as net assets with donor restrictions until the specified asset is placed in service when the net assets are released to net assets without donor restrictions.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2020**

**NOTE A - Summary of Significant Accounting Policies (continued)**

**Contributions and Grant Revenue (continued)**

When a donor requires the investment of a contribution and restricts the use of investment income, the investment income is reported as net assets with donor restrictions until appropriated for the designated time or use when the net assets are released to net assets without donor restrictions.

Contributions of assets other than cash are recorded at their estimated fair value at the date of the gift. Donated services are recognized as contributions if the services create or enhance nonfinancial assets or the services require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. Accordingly, the value of contributed time that does not meet these requirements has not been determined and is not reflected in the accompanying financial statements.

**Government Grants and Contract Revenue**

Government grants and contract revenue are recognized when earned. Revenue is earned when eligible expenditures, as defined in each grant, contract or other allowable cost manual, are made. Any cash received for revenue not yet earned is considered to be deferred revenue. Revenue earned but not yet paid to the Organization is included in grants receivable. Expenditures under government contracts are subject to review by the granting authority. To the extent, if any, that such review reduces expenditures allowable under these grants or contracts, the Organization records the disallowance at the time the final assessment is made. Management believes that disallowances, if any, would not have a significant effect on the financial statements.

**Functional Expenses**

The Organization allocates costs based on their functional and natural classification in the statement of functional expenses. Program costs are those associated with carrying out the mission of the Organization; management costs are those for management of the Organization including accounting and office expense; and fundraising costs are those attributed to the solicitation of contributions. Whenever possible, the Organization allocates costs directly to program, management or fundraising.

**Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2020**

**NOTE B - Future Accounting Pronouncements**

*Accounting Standards Update 2020-07, Presentation and Disclosures by Not-for-Profit Entities for Contributed Nonfinancial Assets (Topic 958)* will be effective for fiscal years beginning after June 15, 2021. The amendments in this update are required and provide new presentation and disclosure requirements about contributed nonfinancial assets to nonprofits, including additional disclosure requirements for recognized contributed services. Contributed nonfinancial assets will be required to be reported as a separate line in the statement of activities. A financial statement note will be required to provide disaggregated contributed nonfinancial assets by category including: the type of contributed nonfinancial asset; qualitative information about the monetization or utilization of the nonfinancial assets; the policy about the monetization or utilization of nonfinancial assets; a description of restrictions, valuation, and the market used to determine the fair value. The amendments, required to be presented retrospectively to all periods presented, will not change the recognition and measurement requirements for those assets.

*Accounting Standards Update 2016-02, Leases (Topic 842)* will be effective for fiscal years beginning after December 15, 2021. This update requires the recognition of lease assets and lease liabilities on the statement of financial position measured at the present value of lease payments and requires disclosure of key information about the leasing arrangements.

*Accounting Standards Update 2020-08, Receivables – Nonrefundable Fees and Other Costs (Topic 310-20)* will be effective for fiscal years beginning after December 15, 2021. The amendments in this update represent changes to clarify the codification. An organization shall apply the amendment prospectively. This amendment impacts the effective yield of an existing individual callable debt security.

*Accounting Standards Update 2016-13, Financial Instruments - Credit Losses (Topic 326)* will be effective for fiscal years beginning after December 15, 2023. The main objective of this update is to provide financial statement users with more decision-useful information about the expected credit losses on financial instruments and other commitments to extend credit held by a reporting entity at each reporting date. To achieve this objective, the amendments in this update replace the incurred loss impairment methodology in current GAAP with a methodology that reflects expected credit losses and requires consideration of a broader range of reasonable and supportable information to inform credit loss estimates, including exploring more forward-looking alternatives.

**NOTE C - Comparative Financial Information**

The financial information shown for 2019 in the accompanying financial statements is included to provide a basis for comparison with 2020 and presents summarized totals only. The comparative information is summarized by total only, not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity to generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2019, from which the summarized information was derived.



**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2020**

**NOTE D - Liquidity**

The Organization has financial assets available to meet cash needs for general expenditure within the next year consisting of cash and cash equivalents of \$194,855.

The Organization receives funding from assessment income on an annual basis which is used to determine annual levels of activity and funding to related organizations. The Organization maintains approximately 60% of its annual funding in liquid assets.

**NOTE E - Concentration of Revenue**

The Organization receives property assessment income and grants from the City of Milwaukee. The Organization's operations rely on the availability of these funds. Nearly 100% of the Organization's revenue was from the City of Milwaukee for the year ended December 31, 2020.

**NOTE F - Related Party Transactions**

The Organization contracted with Airport Gateway Business Association, Inc. for management and administrative services. Under this related party contract, which is renewed annually, the administrative fees were \$140,632. In addition, the Organization contracted with Airport Gateway Business Association, Inc. for marketing activities in the amount of \$20,000 for the year ended December 31, 2020.

The Organization provided Milwaukee Gateway Aerotropolis Corporation, a related party, with grants of \$30,000 for economic development activities for the year ended December 31, 2020.

**NOTE G - Advertising Costs**

The Organization uses advertising to promote its programs throughout the community. Advertising costs are expensed as incurred. Advertising expense for the year ended December 31, 2020, was \$57,303.

**NOTE H - Assessment Income**

In order to provide revenues to support the Organization's mission, the Common Council of the City of Milwaukee enforced an assessment on property located within a specified area of the airport. The assessment is calculated based on assessed values of the properties as of every fall. The assessment levied on the airport properties was \$.852 per \$1,000 of assessed property value with a minimum assessment of \$250 and a maximum assessment of \$5,000 per parcel for the year ended December 31, 2020.

**AIRPORT GATEWAY BUSINESS IMPROVEMENT DISTRICT NO. 40**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2020**

**NOTE I - Subsequent Events**

The Organization evaluated subsequent events and transactions for possible adjustments to the financial statements and disclosures. The Organization has considered events and transactions occurring after December 31, 2020, the date of the most recent statement of financial position, through September 27, 2021, the date the financial statements are available to be issued. It has been determined that no subsequent events need to be disclosed.

The COVID-19 pandemic, whose effects first became known in January 2020, is having a broad and negative impact on commerce and financial markets around the world. The United States and global markets experienced significant declines in value resulting from uncertainty caused by the pandemic. The extent of the impact of COVID-19 on the Organization's operational and financial performance will depend on certain developments, including the duration and spread of the outbreak and its impacts on the Organization's customers, employees, and vendors, all of which at present, cannot be determined. Accordingly, the extent to which COVID-19 may impact the Organization's financial position and changes in net assets and cash flows is uncertain and the accompanying financial statements include no adjustments relating to the effects of this pandemic.